

Community Programs

State of Wisconsin 2006



COMMUNITY TRAFFIC SAFETY PROGRAM PLAN



Problem Statement and Program Justification

Federal statutes require that a minimum of 40% of Wisconsin's annual Section 402 Highway Safety Funds be disbursed to local units of government. Wisconsin State Statute requires that no less than 50% of these Section 402 funds be disbursed to local government. Local agency and safety advocate time is more effectively used when state knowledge, expertise and assistance is made available to them.

The Bureau of Transportation Safety employs five (5) Regional Program Managers who work with and assist local governmental agencies in these regions to develop and implement highway safety improvement programs within their municipality. Some of these efforts are assisted with grants that utilize federal highway safety funds and some of these programs are locally supported.

Wisconsin State Statute 83.013 mandates that each county create a Traffic Safety Commission that meets at least quarterly to review fatal traffic crashes and to promote traffic safety initiatives. A minimum of nine local and state officials are required to staff these Traffic Safety Commissions and one of the members named in state statute is a representative from the Bureau of Transportation Safety.

The Bureau provides public information to its various audiences by means of print, video and Internet media. The Bureau Communications Manager coordinates all media and public information programs for the state's participation in National Mobilizations, Fatality Free Day activities and other highway safety promotional and educational efforts. This includes writing speeches, public service announcements, media releases, scheduling press conferences, etc. to support national, state and local government crash reduction activities.

Performance Goal: Increase local participation in state-administered and locally developed highway safety activities.

Performance Measures

- BOTS staff will attend 90% of the County/City Traffic Safety Commission meetings scheduled in the 72 counties and City of Milwaukee
- BOTS staff will monitor 100% of law enforcement and other contracts entered into with local units of government.

Budget

COMMUNITY TRAFFIC SAFETY PROGRAMS			
06-10-01-CP	Community Outreach/Monitoring	\$375,000	402
06-10-02-CP	Public Information	\$260,000	402
06-10-03-CP	Community Safety Programs	\$375,000	402
06-10-03-CP	Conferences and Meetings	\$ 53,000	402
	Program Total	\$1,063,000	

Program Strategies and Activities

Community Outreach & Project Monitoring	\$375,000	(402)
• BOTS Field Program Outreach (5.0 FTE)	\$350,000	
Public Information	\$260,000	(402)
• BOTS Public Information Officer (1.0 FTE)	\$ 60,000	
• Community PI & E (development, reproduction, mailing)	\$150,000	
• Contract with CESA #2 for production of Traffic Safety Reporter, web design and mailing costs	\$ 50,000	
Community Programs	\$375,000	(402)
• Targeted single- or multiple-issue local programs in targeted communities	\$375,000	
Conferences and Meetings	\$ 53,000	(402)
• Governor's/Conference	\$ 40,000	
• Volunteer Outreach Wisconsin Association of Women Highway Safety Leaders (WAWHSL)	\$ 13,000	